

# Conceptual Content Delivery System, Method and Computer Program Product

## *Abstract of the Invention*

[000168] A system and method for organizing and structuring conceptual business information is disclosed addressing clustering, connecting and accessing information at the desktop by knowledge professionals for work, business and research related decision-making. This content delivery system licenses, selects, aggregates and organizes the high quality concepts from leading authors and publishers. The system combines information frameworks, content, technology, editorial and technological experts in an integrated environment that can continuously adapt to meet user needs and intentions. The invention creates a multi-dimensional framework for conceptual information, navigable based on variables such as subject. The invention can include aggregating and delivering electronic information, including, an editorial system and process for identifying conceptual content, organizing it into stand-alone components, structuring value-added products or services to meet the personalized needs of knowledge workers at the desktop; a unique business model, with “ecosystem” strategies, partnerships and an informational chain to syndicate conceptual information across a broad range of Internet channels, reaching knowledge workers; marketing and migration models to convert non-paying users of free information across a broad range of products and services based on conceptual information; and a fully integrated database processing system designed to deliver concept-oriented results whether a search push or an intention push. Establishing value-added products and services for knowledge workers, building a vibrant ecosystem through a content delivery value chain and sharing value created with syndication partners, the invention expands opportunities for knowledge workers to progress personally, and professionally through access to conceptual information personalized to requested intentions.

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